

CONTRACT

WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
(502)893-3671

www.wlky.com

And:

Pro Active Media
Attention: Larry O'Bryan
2129 Strathmoor Blvd.
Louisville, KY 40205

| | | |
|--|--|--|
| <u>Contract / Revision</u> 963569 / | | <u>Alt Order #</u> |
| <u>Product</u> Oct-Nov 2012 | | |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Kentucky Democratic Party | | <u>Original Date / Revision</u> 10/12/12 / 10/12/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLKY | <u>Account Executive</u> Local House WLKY | <u>Sales Office</u> Louisville |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| | | <u>Total Ratings</u> 82.10 |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------|----------------|------|---------|-------------------|-------------|---------------|------|-------|------------|
| N 1 | WLKY | 10/31/12 | 10/31/12 | Early Show 2 | 8a-9a | | :15/:15 | | | | BK | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$350.00 | 1.70 | | | |
| N 2 | WLKY | 11/01/12 | 11/01/12 | M-F 9-10a | 9-10a | | :15/:15 | | | | BK | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$200.00 | 2.00 | | | |
| N 3 | WLKY | 10/30/12 | 10/30/12 | M-F 10a-11a | 10a-11a | | :15/:15 | | | | BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$250.00 | 2.00 | | | |
| N 4 | WLKY | 10/31/12 | 10/31/12 | M-F 11a-12p | 11a-12p | | :15/:15 | | | | BK | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$550.00 | 4.00 | | | |
| N 5 | WLKY | 10/31/12 | 11/02/12 | M-F NewsChannel 32 Noon | 12p-1p | | :15/:15 | | | | BK | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --111-- | | | | 3 | \$350.00 | 4.60 | | | |
| N 6 | WLKY | 11/01/12 | 11/01/12 | M-Su NewsChannel 32 11p-1135p | 11p-1135p | | :15/:15 | | | | BK | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$900.00 | 7.80 | | | |
| N 7 | WLKY | 11/03/12 | 11/03/12 | CBS Sat Morning News | 8a-10a | | :15/:15 | | | | BK | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$375.00 | 2.80 | | | |
| N 8 | WLKY | 10/30/12 | 10/30/12 | M-F NewsChannel 32 6p-630p | 6p-630p | | :15/:15 | | | | BK | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$750.00 | 6.80 | | | |
| N 9 | WLKY | 11/06/12 | 11/06/12 | NewsChannel 32 5a-530a | 5a-530a | | :15/:15 | | | | BK | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$300.00 | 3.40 | | | |
| N 10 | WLKY | 11/05/12 | 11/05/12 | Early Show 1 | 7a-8a | | :15/:15 | | | | BK | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$375.00 | 2.50 | | | |
| N 11 | WLKY | 11/05/12 | 11/05/12 | M-F 10a-11a | 10a-11a | | :15/:15 | | | | BK | 1 | \$250.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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| <u>Contract / Revision</u> 963569 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> Oct-Nov 2012 | <u>Estimate #</u> |
| <u>Advertiser</u> Kentucky Democratic Par | | <u>Original Date / Revision</u> 10/12/12 / 10/12/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|--------|------|-------------------|-----------------|-------------------------------|----------------|------|---------|-------------------|-------------|---------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$250.00 | 2.00 | | | |
| N 12 | WLKY | 11/05/12 | 11/05/12 | M-F NewsChannel 32 Noon | 12p-1p | | :15/:15 | | | | BK | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$350.00 | 4.60 | | | |
| N 13 | WLKY | 11/05/12 | 11/05/12 | M-F NewsChannel 32 6p-630p | 6p-630p | | :15/:15 | | | | BK | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$750.00 | 6.80 | | | |
| N 14 | WLKY | 11/05/12 | 11/05/12 | M-Su NewsChannel 32 11p-1135p | 11p-1135p | | :15/:15 | | | | BK | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$900.00 | 7.80 | | | |
| N 15 | WLKY | 10/30/12 | 10/30/12 | NewsChannel 32 5a-530a | 5a-530a | | :15/:15 | | | | BK | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$300.00 | 3.40 | | | |
| N 16 | WLKY | 10/31/12 | 10/31/12 | NewsChannel 32 530a-6a | 530a-6a | | :15/:15 | | | | BK | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$400.00 | 3.50 | | | |
| N 17 | WLKY | 11/02/12 | 11/02/12 | Early Show 1 | 7a-8a | | :15/:15 | | | | BK | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$375.00 | 2.50 | | | |
| N 18 | WLKY | 11/04/12 | 11/04/12 | NewsChannel 32 Su 7a-8a | 7a-8a | | :15/:15 | | | | BK | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$375.00 | 4.70 | | | |
| Totals | | | | | | | | | | 82.10 | | 20 | \$8,800.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|-------------------|-------------------|
| 10/29/12 -11/06/12 | 20 | \$8,800.00 | \$7,480.00 |
| Totals | 20 | \$8,800.00 | \$7,480.00 |

Signature: _____ **Date:** _____

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(check applicable box)

☐ **FEDERAL CANDIDATE**☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WLKY 32 Louisville, KY

Date:

10/15/12

I, Paula Brown,

being/on behalf of: Kentucky Democratic Party, a legally

qualified candidate of the _____ political

party for the office of: _____

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attached Schedule
10/30 - 11/6/12

Total Charges: \$8,800

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Kentucky Democratic Party

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Freddie Higdon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/15/12

Date

Paul Brown

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Greg Baird

Signature

Greg Baird

Printed Name

GSM

Title